

**Amendments to the Drawings:**

The attached sheets of drawings include changes to Figures 1-18. These sheets replace the original sheets including Figures 1-18.

Attachment: Replacement Sheets

## REMARKS

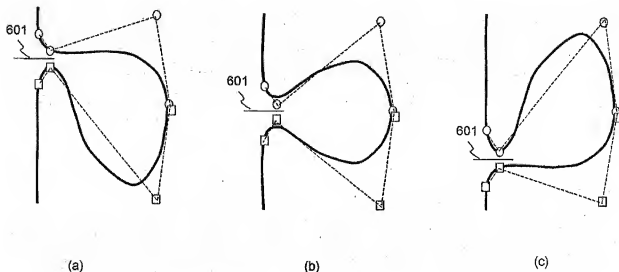
This Amendment is submitted in response to the Office Action dated August 1, 2008. Claims 22-36 are pending in the application. The Office Action objected to the drawings and rejected Claims 22-36 under 35 U.S.C. §103. Claims 22, 25, 26, 29 and 30 are amended herein. A Request for Continued Examination is submitted herewith. The Commissioner is hereby authorized to charge deposit account 02-1818 for the RCE fee and for any other fees which are due and owing.

The Office Action objected to the drawings because the labels are not in English. Applicants are submitting herewith replacement drawings with English labels and respectfully submit that the objection has been overcome.

The Office Action rejected Claims 22-30 under 35 U.S.C. §103(a) as being unpatentable over U.S. Pat. Pub. No. 2002/0033848 to Sciammerella ("Sciammerella I"). Further dependent Claims 31-36 are rejected under 35 U.S.C. §103(a) as being unpatentable over Sciammerella I in view of U.S. Pat. No. 6,281,940 to Sciammerella ("Sciammerella II"). Of these rejected claims, Claims 22, 26 and 30 are the sole independent claims. Claim 22 has been amended to recite, at least in part, a display processing apparatus for performing a process for displaying content information wherein the content information is continuously displayed according to a user selection operation, and the content display data generating means is configured to perform a process for moving the content cards along a parametric curve, *a shape of the parametric curve changing in response to a movement of the selection indicator*. Claim 26 was amended to recite, at least in part, a display processing method for performing a process for displaying content information wherein the content information is continuously displayed according to a user selection operation by moving the content cards along a parametric curve and changing a shape of the parametric curve in response to a movement of the selection indicator. Similarly, Claim 30 was amended to recite, at least in part, a computer readable medium encoded with a computer program for performing a process for displaying content information wherein the content information is continuously displayed according to a user selection operation by moving the content cards along a parametric curve and changing a shape of the parametric curve in response to a movement of the selection indicator. Support for these amendments can be found in Figs. 10-12 and in page 21, line 20 to page 23, line 19 of the Specification, for example.

In one non-limiting example of the presently claimed invention, as shown below in Fig. 10, the shape of the parametric curves are changed in response to movement of a selection indicator 601.

**Fig. 10**



With regard to rejected dependent Claim 25, the Office Action relies on Sciammerella I for disclosing “moving content cards along a parametric curve (along a helix [Fig. 4] [0059]) and displaying a content item selected by the selection indicator at a position on the parametric curve.” (See, Office Action, pg. 6). However, Sciammerella I does not disclose or suggest altering the shape of the parametric curve in response to movement of a selection indicator (such as a cursor, scroll bar, slider bar etc.). In addition, Sciammerella II is only relied on for the alleged disclosure of a genre based on an electronic program guide and wherein the genres include news and drama. (See also, Office Action, pgs. 10 and 11).

Accordingly, for at least the reasons above, Applicants respectfully submit that Sciammerella I and Sciammerella II do not teach or suggest all of the elements of the presently claimed invention, even assuming that they are properly combinable.

Accordingly, Applicants respectfully submit that the present application is in condition for allowance and earnestly solicit reconsideration of same.

Respectfully submitted,

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